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AMENDMENTS TO THE SPECIFICATION**In the Specification:**

(1) Please replace the paragraph beginning on page 2, line 3 with the following amended paragraph:

Yet another buying scheme ~~[[which]]~~ that has been advanced in recent years is buyer-driven bidding. According to this buying scheme, a single buyer desiring to obtain a product communicates a price at which the buyer is willing to purchase the product to multiple sellers. Each of the sellers is provided an opportunity to review the ~~buyers~~ buyer's price. A sale is complete when one of the sellers agrees to sell the product to the buyer at the price suggested by the buyer. A buyer-driven bidding scheme is described in U.S. Pat. No. 5,794,207 assigned to Walker Asset Management Limited Partnership of Stamford, Conn. Another buyer-driven bidding scheme is described in U.S. Pat. No. 5,897,620 assigned to priceline.com ~~[[Inc]]~~ Inc. of Stamford, Conn. While the buyer-driven bidding scheme provides advantages for certain types of transactions when, for example, sellers may be willing to sell products at lower than normal prices, the uncertainties involved with whether a buyer's offer will be accepted is often problematic for high volume commercial transactions in which the reliability that a transaction will be complete is of paramount importance. Another problem with the present buying schemes is that the ~~buyer's~~ buyers have no control in determining the criteria of the product or services that they may receive, while the seller has no control of the type of purchase that the ~~buyer's~~ buyers request.

(2) Please replace the paragraph beginning on page 2, line 19 with the following amended paragraph:

While the buying schemes described above have various advantages and disadvantages in different situations, a commonality among all of the buying schemes is that each buyer is not given the opportunity to choose amongst different buying criteria,

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which could be more important to the buyer than the price of the goods and/or services. Furthermore, each seller is not given a chance to offer their goods and/or services based on different selling criteria. In many instances sellers are not even aware of what ~~buyer's~~ buyers consider important buying criteria. Additionally, sellers are sometimes not aware of what other selling criteria that other ~~seller's~~ sellers might offer buyers.

(3) Please replace the paragraph beginning on page 2, line 27 with the following amended paragraph:

Accordingly, there is a strong need in the art for a multiple criteria buying and selling scheme [[which]] that provides both buyers and sellers more control in a commercial purchasing transaction, and overcomes the above mentioned ~~drawbacks and other drawbacks~~.

(4) Please replace the paragraph beginning on page 3, line 2 with the following amended paragraph:

According to a preferred embodiment of the present invention, a multiple criteria buying and selling methodology is provided. The multiple criteria buying and selling methodology is structured to provide buyers and sellers with a variety of information relating to criteria in the purchasing of products to complete a business transaction. By providing the buyers and sellers with a variety of information, the buyers are able to ~~make an informed decision~~ informed decisions in the buying process relating to each ~~buyer's~~ buyers' particular needs, and the ~~seller's~~ sellers are able to control the type of purchases for their goods and services. To facilitate buying and selling products using the multiple criteria buying and selling methodology, an electronic forum is provided whereby buyers and sellers are able to conveniently exchange information and order products.

(5) Please replace the paragraph beginning on page 3, line 21 with the following amended paragraph:

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Accordingly, the multiple criteria buying and selling methodology provides more control for both buyers and sellers in the purchasing process. ~~Buyer's~~ Buyers define the buying criteria ~~[[which]]~~ they feel is important in purchasing a particular good or service. ~~Seller's~~ Sellers define the selling criteria ~~which the seller feels~~ they feel is important to both the buyer and the seller. The buyer is provided with a list of deals in which the buyer's buying criteria falls within the seller's selling criteria. Furthermore, the multiple criteria buying and selling methodology encourages the completion of deals. The multiple criteria buying and selling methodology allows a buyer to complete a deal in an expedited manner. The buyer can control ~~[[their]]~~ the buying criteria and the seller can control ~~their criteria~~ the selling criteria, allowing a more efficient manner of conducting business.

(6) Please replace the paragraph beginning on page 4, line 21 with the following amended paragraph:

The present invention may also be applied in the context of purchasing and/or selling an automobile wherein ~~buyer's~~ the buyers' criteria may include, for example: (1) reputation of automobile manufacturer; (2) reputation of dealer; (3) price of automobile; (4) delivery options; (5) automobile availability; (6) safety; and (7) financing terms; *etc.* ~~While, the seller's~~ The sellers' criteria may include, for example: (1) buyer's creditworthiness; (2) desired finance terms; (3) delivery requests of buyer; (4) delivery dates; *etc.*